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MEMORANDUM

To: DRE - Mr. Scammon
DRF - Mr. Stells
DRJ - Mr. Cleland

12-4-48

From: OIR - Allan Evans *AE*

Subject: Factors Significant for or Conditioning the Effectiveness of a US Information Program.

1. OIR has been requested to present, by selected countries, the factors which are significant for or condition the successful operation of a US Information program. For purposes of this project, it is assumed that the basic aims of the Program are: (a) to develop a maximum support in foreign opinion for US policies; (b) to effect the maximum identification of foreign opinion with objectives important to US security interests; and (c), to counteract Soviet-Communist efforts to achieve similar results for the USSR.

2. The following countries have been selected for priority study on an individual country basis:

- a. USSR and orbit countries
- b. Germany and Austria
- c. Greece, Turkey, and Iran
- d. Benelux countries
- e. France
- f. Italy*
- g. China
- h. Japan
- i. Korea
- j. India and Pakistan

The attached outline was prepared in order to indicate in some detail the coverage desired. As we agreed, the country studies should, for purposes of uniformity, follow the outline as closely as possible, but with variations appropriate to the particular country under consideration.

3. The deadline for the completion of the country studies is 10 January 1949. As you know, I feel that this project has a high priority and I would appreciate early notice if it develops that any deadline cannot be met.

*Subject to availability of personnel.

Copy to
DRA-Mr. Dozer

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OIR:ASidneyBuford,III:NY:12-2-48

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PROJECT OUTLINE FOR EACH COUNTRY TO BE COVERED

1. General statement on political and strategic importance of country in question, including estimate of extent to which it automatically falls into US camp.
2. General estimate of the country's people (a) traditional and (b) current opinion toward:
 - (1) The US
 - (2) The USSR
3. Survey of Soviet, satellite and Communist party propaganda into and within country. (Type; media; content, particularly special emphasis; estimate of effectiveness.)
4. Survey of non-Communist propaganda into country, including particularly attitude toward (a) US and (b) USSR.
5. Vulnerability of country to outside propaganda. (Overall estimate of reception media, such as short-wave radios; facilities for dissemination of foreign films; susceptibility of newspapers to outside influence; existence of, or possibility of organizing, local "friends of _____" groups; participation of professional groups in international organizations).
6. Constant attitudes of country's population, including:
 - a. Prejudices, sensitivities and taboos.
 - b. Popular ideals, including patriotism, and slogans, myths, etc., which symbolize them.
 - c. Standards determining popular appeal of propaganda (e.g. reliability as against the repetitious "big lie"; formality as against informality; entertainment as against education; ex cathedra as against heart to heart approach; etc. etc.
 - d. Repugnant words, language and concepts.
 - e. Peculiar economic interests, e.g. agrarian vs. industrial; international trade mindedness, etc.
 - f. Role of religion.
 - g. General attitude toward outside world, e.g. cosmopolitanism vs. provincialism.

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- h. General attitude toward socialism vs. individual enterprise, democracy vs. authoritarianism, racial equality vs. discrimination, acceptance of class stratification vs. idea of social equality, etc.
- i. Stereotype concepts of (a) the US and (b) the USSR.
- 7. Current attitudes* of country's population:
 - a. The importance of maintaining peace, e.g. does opinion in the country place prevention of war above all other considerations.
 - b. Support for and interest in the United Nations organization.
 - c. The Marshall Plan.
 - d. East-West Division.
 - e. The German problem.
 - f. Soviet expansion.
 - g. International communism (cominform).
 - h. Dollar domination.
 - i. British Empire.
 - j. Colonialism.
- 8. Conflicts and rivalries within the country, e.g. national, economic, racial, and class groups.
- 9. Cultural level of population.

*Subject to periodic revisions.

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OIR:ASidneyBuford,III:HY:12-3-48.

Problem

To describe by countries (or areas) the factors significant for or conditioning the successful operation of a US Information/Propaganda Program.

Assumption

It is to be assumed that the basic purpose of the Program is

- (a) To develop a maximum support in foreign opinion for US policies.
- (b) To effect the maximum identification of foreign opinion with objectives important to US security interests.
- (c) To counteract Soviet-Communist efforts to achieve similar results for the USSR.

PRESENTATION OF MATERIAL

✓ 1. Media

A. Press

- IBM
- ✓ 1. Organization of, including ownership and financing.
 - 2. Characteristics of, including press services, party or group alignments.
 - 3. Relations with audiences, including degree of broad influence on mass opinion.

B. Radio

- IBM
primary NYC
- ✓ 1. Number of receivers.
 - ✓ 2. Characteristic use of -- by individuals, by groups, in public (cafes, coffee-houses, etc.)
 - ✓ 3. Domestic broadcasting facilities -- ownership and control of.
 - 4. Technical problems of reception.

C. Films

- IFM
- ✓ 1. Facilities for distribution and exhibition -- commercial and private.
 - 2. Audience habituation to medium and source of habituation -- US commercials or other. ✓

D. Libraries, Cultural Exchange

- OEX
- ✓ 1. Normal sources of published books, especially textbooks, professional books and journals, etc.
 - ✓ 2. Normal lines of contact for advanced studies in professional fields.

II. Audience Characteristics

A. General

- ✓ 1. Population breakdown
 - (a) Literacy
 - (b) Racial origins
 - (c) Social classes
 - (d) Occupations and skills
 - (e) Minority groups other than racial
- ✓ 2. Language problems

B. Mass

- 1. Essential cultural stereotypes
- 2. Essential political stereotypes
 - (a) International
 - (b) Domestic
- ✓ 3. Essential stereotypes of US, "American way of life," Democracy. ✓

C. Elite

- 1. Traditional composition of and current significant changes in.
- 2. External links -- cultural, professional, commercial.

D. Political Authority

1. What is its social focus? Degree of concentration.
Degree of identification with Elite.
2. Susceptibility to mass, or group opinion.
3. Methods of maintaining authority.
 - (a) Control of resources and production.
 - (b) Control of media of communication.

III. Factors affecting Receptivity of Audience

- A. Pressures for social change and ideologies defining nature of change.
- B. Susceptibility or resistance to projection US cultural patterns.
 - (1) Possible blocks
 - (2) Possible aids
- C. Special considerations to be noted.

IV. Conclusions

- A. Estimated most effective audience, or audiences to be approached.
- B. Estimated most effective media, or combination of media.